JetBlue Continues Commitment to Blocking Middle Seats, Travel Flexibility into October

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As Part of Its Safety from the Ground Up Program, JetBlue Also Strengthens Face Covering Policy

NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ: JBLU) today announced several updates to its Safety from the Ground Up program, a multi-layered commitment to the safety of its crewmembers and customers. JetBlue is extending its commitment to seat distancing for flights through at least October 15 by blocking middle seats in rows where parties are not traveling together. JetBlue is also extending its Go Back and Forth with Confidence initiative through October 15, which provides travel flexibility by waiving change and cancellation fees for new bookings. Finally, JetBlue is strengthening its face covering policy to prohibit masks with vents or exhalation valves, and will no longer allow customers to claim exemptions from wearing a face covering altogether.

"Our Safety from the Ground Up program continues to be a thoughtful and always evolving set of layered protection measures that demonstrates our commitment to keeping our crewmembers and customers safe while providing them with peace of mind in the air and on the ground," said Joanna Geraghty, president and chief operating officer, JetBlue. "We continue to hear from our customers that added space onboard and travel flexibility are incredibly important to them during this time and we want them to know we are listening because we are all in this together."

JetBlue's safety program is focused on four areas: healthy crewmembers; clean air and surfaces; more space, fewer touchpoints; and travel flexibility. As part of its "more space, fewer touchpoints" focus, JetBlue's seat distancing policy provides assurance that customers will not be seated directly next to someone they don't know. Middle seats are blocked on its Airbus aircraft, and on its smaller Embraer 190 aircraft, JetBlue is blocking aisle seats. The airline does allow customers traveling together to sit in middle and aisle seats.

Strengthening safety with face covering policy adjustments

JetBlue was the first airline to require customers to wear a face covering during the entire travel journey, including at the airport. In line with information from the Centers for Disease Control and JetBlue's own medical experts, starting August 10, the airline will no longer allow the use of face masks with vents or exhalation valves. JetBlue will also no longer allow customers to claim exemptions from wearing a face covering altogether.

"The simple act of wearing a proper face covering is one way we can all help ensure the safety of all JetBlue crewmembers and customers," Geraghty said. "Our terminals and airplanes are a shared space, and every customer must wear a proper face covering or will need to delay their travel on JetBlue until face coverings are no longer required. Our policy is meant to offer the strongest level of protection for everyone given all that we currently know about how COVID-19 is transmitted."

An acceptable face covering or mask must cover a customer's nose and mouth and is required to board all JetBlue flights. If a crewmember identifies a face covering or mask that does not appear sufficient based on its features or potential lack of protection, they will provide a mask for the customer to use instead. Customers two years and younger will not be required to wear a face covering if they cannot maintain one.

Customers who do not agree to wear a face covering will not be allowed to board any aircraft, and customers who do not follow crewmember requests to wear a face covering while in flight will be reviewed for future travel on JetBlue.

Expanding safety technology

JetBlue has long been known for sourcing innovative technology, and the pandemic has created opportunities to expand on that innovation. Mostly recently, JetBlue partnered with Honeywell to pilot the company's UV Cabin System. The system harnesses the power of UV-C lights connected to two arms on what looks like a high-tech beverage cart. The arms sweep the light over aircraft interior surfaces, helping to reduce viruses and bacteria. The airline is piloting the technology while continuing its hand cleaning and electrostatic disinfection.

JetBlue has also rolled out technology meant to further reduce common touchpoints. They include:

- Mobile app check-in with touchless bag tag integration, avoiding the need to touch kiosks
- Automated bag drop, avoiding close proximity with crewmembers
- Touchless self-boarding, avoiding crewmembers handling boarding passes and personal devices
- Mobile device remote control pairing for inflight entertainment, avoiding the use of in-seat remote and/or touchscreen menus onboard

A multi-layered safety program on the ground and in the air

As part of JetBlue's Safety from the Ground Up program, the airline has expanded a number of new enhancements that further reduce common touchpoints on the ground and in the air.

JetBlue's program puts in place safeguards across four focus areas, and the airline continues to work under the guidance of an infectious disease specialist and informed by CDC guidelines.

Healthy crewmembers

Steps to ensure the health and safety of JetBlue's crewmembers include:

- Conducting temperature checks for our pilots and inflight crewmembers
- Providing paid sick leave and additional time off programs so crewmembers do not come to work sick
- Following company-wide protocols for reporting cases of the coronavirus, notifications and return to work clearance
- Providing disinfectant kits for pilot use on the flight deck
- Requiring face coverings for all crewmembers while boarding, in flight, and when physical distancing cannot be maintained

Clean air and surfaces

JetBlue is using disinfectant approved to kill coronavirus and maintaining healthy air onboard its aircraft. Steps include:

- More frequent disinfecting of common surfaces like kiosks and counters inside our airport terminals
- Providing hand sanitizer throughout terminals and disinfectant wipes to customers on board upon request
- Increasing aircraft cleaning before every flight and overnight, including surfaces that are touched most like tray tables
- Using electrostatic sprayers to disinfect the inside of our aircraft
- Piloting Honeywell's UV Cabin System as another layer of protection against viruses and bacteria
- Filtering cabin air through hospital-grade HEPA air filters with cabin air completely changing about every three minutes

More space, fewer touchpoints

To increase physical distancing and to decrease touchpoints, JetBlue is implementing the following steps:

- Requiring face coverings for all customers during check-in, boarding and in flight
- Blocking middle seats on larger aircraft and aisle seats on smaller aircraft for those not traveling together (at least through October 15)
- Providing the most space between each row of seats in coach of any U.S. airline* and spacious seating on all aircraft
- Requiring all travelers to complete a health declaration
- Providing touchless check-in and boarding experiences using the JetBlue mobile app and self-boarding gates for many of our flights
- Implementing a back-to-front boarding process for most customers to minimize passing in the aisle
- Streamlining onboard service to minimize physical interactions and maximize safety and comfort
- Using your personal device as a remote for seatback screens on select planes

Travel flexibility

JetBlue has adjusted policies allowing customers to choose to travel when they are comfortable:

- Waiving change and cancel fees for tickets purchased by October 15 to give customers confidence when booking
- Extending Travel Bank credit expirations to a 24-month period for credits issued between Feb. 27 and June 30
- Providing 24/7 support and award-winning customer service

About JetBlue Airways

JetBlue is New York's Hometown Airline®, and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles, Orlando, and San Juan. JetBlue carries customers across the U.S., Caribbean, and Latin America. For more information, visit jetblue.com.

*Based on the average fleet-wide economy seat pitch of U.S. airlines.

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